

Time	Transforming Culture (2nd Floor - Theatre)	Innovating Hires (Main Floor - Gym)	Elevating Brands (2nd Floor - Waniskah Room)
Tuesday October 8, 2024 (Pre Conference)			
6:30 – 7:00	Welcome/Registration		
7:00 – 9:00	Brews & Chews @ The Fat Unicorn Preconference Networking Event		
Wednesday October 9, 2024 (Conference Day 1)			
7:30 – 8:30	Buffet Breakfast		
8:00 – 8:15	Welcome Message (Gym)		
	2nd Floor - Theatre	Main Floor - Gym	2nd Floor - Waniskah Room
8:30 – 9:30	Jennifer Barroll <u>Be the Leader You Want to Be</u>	Coming Soon	Diana Noble <u>Brands that Roar: Unleashing the Power of Unforgettable Identities</u>
9:30 – 9:45	Coffee Break/Wellness Check		
9:45 – 10:45	Brad Kotowich <u>Leadership is an Attitude</u>	Portage College - Hiring & Retaining	Portage College - Marketing
10:45 – 11:00	Coffee Break/Wellness Check		
11:00 – 12:00	Jennifer Barroll <u>Leadership Life</u>	BDC - HR/Sales & Marketing	Diana Noble <u>Marketing Essentials: Elevate Your Business Visibility</u>
12:00 – 1:00	Lunch		
12:15 – 12:30	Lunch Sponsor Presentation: TRAVEL LAKELAND		
1:00 – 2:00	Jennifer Barroll <u>Be the Leader You Want to Be</u>	Coming Soon	Diana Noble <u>Brands that Roar: Unleashing the Power of Unforgettable Identities</u>
2:00 – 2:15	Coffee Break/Wellness Check		
2:15 – 3:15	Brad Kotowich <u>Hiring and Retention - Keys to Improving Success</u>	ATB	Coming Soon
3:15 – 3:30	Coffee Break/Wellness Check		
3:30 – 4:30	Jennifer Barroll <u>Leadership Life</u>	Portage College - Work Culture	Diana Noble <u>Marketing Essentials: Elevate Your Business Visibility</u>
4:30 – 4:45	End of Workshop Break		
4:45 – 5:45	Wine & Cheese Networking & Panel Guests*		
Thursday October 10, 2024 (Conference Day 2)			
7:30 – 8:30	Buffet Breakfast		
8:00 – 8:15	Cultural Experience:		
	2nd Floor - Theatre		Main Floor - Gym
8:30 – 10:00	Jennifer Barroll <u>Empowered Communication</u>	8:30 – 9:15	ATB
		9:15 – 10:00	Coming Soon
10:00 – 10:15	Coffee Break/Wellness Check	10:00 – 10:15	Coffee Break/Wellness Check
10:15 – 11:45	Jennifer Barroll <u>Just Grow with It</u>	10:15 – 11:45	Lakeland HR
11:45 – 12:30	Lunch		
12:30	End of Conference		

